

7. The Inventor will develop applications that will provide the same, or comparable, functions in any computer or other device that can be enabled to carry the ROMROS (system).

### **Social Utility of the Claimed Invention**

At present, telephone callers seeking live assistance often encounter time-consuming outgoing message trees at business, government, and other destinations, particularly when calling large concerns with complex routing and information. For most people in ordinary circumstances, this time-absorbing process is simply wasteful and irritating. For many, however, such delays can be health- or even life threatening. The problem of the auditory-only outgoing message tree is indeed compounded if and when an individual must phone various unrelated offices or other multiple destinations to obtain information on a particular question. Whether in its simple or compounded form, the problem has critical importance at both individual and community levels when the answers being sought by callers are in the areas of emergency hospital treatment, medical insurance coverage, storm damage, terrorist attacks, and other crucial situations.

The substance of the Invention is based on the simple and universally recognized fact that the average reader can scan and comprehend written text much faster than the average listener can comprehend spoken messages. In addition, readers can move rapidly from page to page, or option set to option set, if key-word recognition is the basis of their search. This accelerates the search process over voice narrative messages even more appreciably, since the vocal narrator typically speaks in complete sentences and in measured cadences to be

comprehended by all callers – young, old, hearing impaired, and so forth. It is estimated that the average caller would need from 1.5 to 4.0 seconds to be able to visually scan all option definitions presented in a single screen page and touch the desired option with a finger to proceed to the next page or stage, for an estimated average of 3 to 6 seconds for total time spent on a call-in up to the point of routing to a live attendant or other end informational access or use. This can be compared to the somewhat less than 1 minute to 2 or 4 minutes or more consumed on call-ins under the present voice-only systems.